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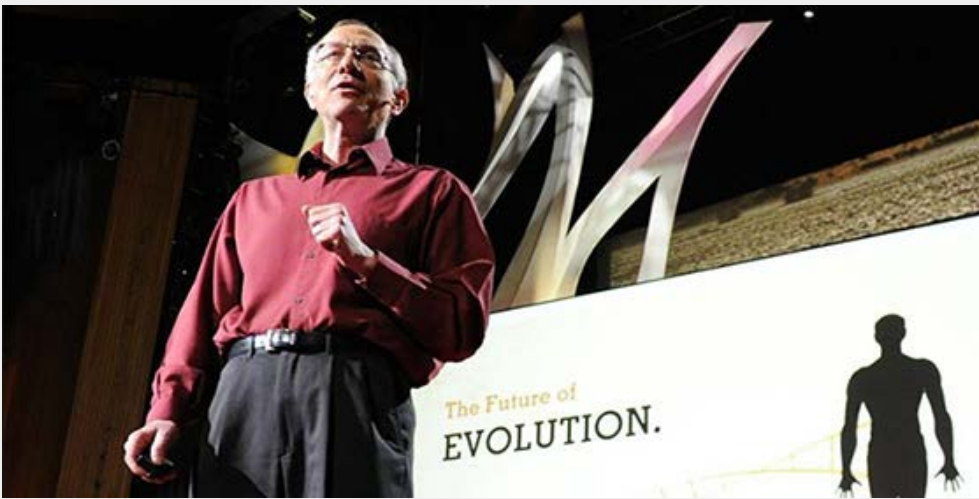
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# TEDMED 2014: Innovation Through a Different Lens

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**By *Cmdr. H. A. Tetteh, MD, MBA, FACS, FACHE, BUMED Physician Health Policy Advisor***



The TEDMED event encourages us to convene and share with free access to TEDMED Live Streaming Sept. 10-12, comprising of more than 70 talks from transformative thinkers in health and medicine.

I had the honor and great opportunity to attend the 2013 TEDMED conference as a Front Line Scholar and meet Jay Walker, TEDMED’s curator. The experience was exceptional and inspired me to want to share the event with everyone in Navy Medicine and entire Military Health System. Now, thanks to an exciting affiliate partnership with TEDMED and BUMED, during this September’s TEDMED event we will “Unlock Imagination in the Service of Health and Medicine”.

The TEDMED event encourages us to convene and share with free access to TEDMED Live Streaming, Sept. 10-12, comprising of more than 70 talks from transformative thinkers in health and medicine. The agenda of scheduled speakers, bios and additional TEDMED background can be accessed at [www.TEDMED.com](http://www.TEDMED.com).

TED (Technology, Entertainment, and





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Design) is the global movement dedicated to “ideas worth spreading.”

TED Talks” have been viewed online more than two billion times around the world. TEDMED, created by the same founder, is focused exclusively on health and medicine and is dedicated to bringing together extraordinary and talented people. TEDMED’s purpose is to learn from – and ideally make connections with – people who have the ability to profoundly influence our health system.



A presentation that was especially memorable was Ramesh Raskar discussing the innovative work of his Camera Culture Team and their work in computational photography, looking around corners, and demonstrating ways to perform complex eye exams using a low-cost medical device.

My TEDMED experience provided me with fresh perspectives and new ideas to see innovation through a different lens. Participating TEDMED delegates shared their imagination through conversation, which simply inspired me. Presentations that were especially memorable were Ramesh Raskar discussing the innovative work of his Camera Culture Team and their work in computational photography, looking around corners, and demonstrating ways to perform complex eye exams using a low-cost medical device, and Dr. Harvey Fineberg, Past-President of the Institute of Medicine (IOM), highlighting how *need* drives innovation and shared his wisdom about how delivering the right message, to the right people, at the right time, can make a great impact.

Beyond the great talks, the TEDMED “Hive” was also a buzz of innovation and great ideas. The hive was a collected mix of amazing entrepreneurs showcasing new approaches to innovation and transformative new solutions to health care’s most vexing problems. One platform, the iBlue Button application, was named winner of the 2013 Fierce Innovation

Awards and was especially interesting. As a medical officer who has deployed to Iraq and Afghanistan campaigns I recognized the immediate benefit to a platform that could deliver secure medical information to a portable platform that could be used effectively real-time by a provider to improve the efficiency of an encounter visit and ultimately improve patient care.

I believe the free TEDMED Live streaming event will provide great value for participants, and this year’s exciting agenda of speakers will indeed share “ideas worth spreading” that promote and are commensurate with Navy Medicine’s strategic agenda of Readiness, Value, and Jointness. TEDMED speakers share powerful insights and expose audiences to possibilities never before imagined. In short, TEDMED could help Navy Medicine to be ready– more prepared and equipped to solve problems and negotiate challenges.

The value of inspiration is priceless. The great content provided by TEDMED provides a world of possibilities, ideas, and excitement. TEDMED has been leveraged by other organizations to negotiate the present challenges they face, and we could benefit in the same way and perhaps TEDMED could inspire and move our

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enterprise to collaborate and begin to think differently about the challenges we currently face.

We have invited collaboration from our Tri-Service partners to promote the TEDMED event. Army Medicine, Air Force Medicine, and the Military Health System (MHS) Innovation team have all joined in with enthusiasm. Surgeon General of the Army, Lt. Gen. Patricia D. Horoho, is scheduled to speak at this year's event in Washington, DC, and her talk will be available through the live stream. TEDMED's Session 5 is titled, "Don't You Dare Talk about This". The session will raise timely awareness about controversial issues in health and medicine, including suicide, as The Department of the Navy recognizes September as Suicide Prevention Month.

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My deployments on the ship and in the desert provided me with new and fresh perspectives on life, possibilities, and what it takes to make the impossible possible. Similarly, my TEDMED experience provided a world of possibilities and entirely new perspectives through the shared experiences of the speakers. On September 10-12, get ready to be inspired as we will join in a global TEDMED community to unlock imagination in the service of health and medicine!

For more information, please contact the BUMED M5B3 Healthcare Futures & Innovations Team, POC: [Hassan.tetteh@med.navy.mil](mailto:Hassan.tetteh@med.navy.mil)

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